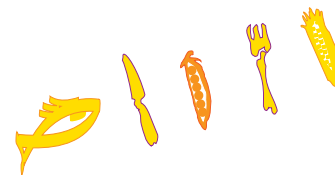




TRADE SHOW OPPORTUNITY



# FOOD & HOTEL AFRICA 2002

## JOHANNESBURG, SOUTH AFRICA

### The Show:



The American Café at Food & Hotel Africa 2002 will help U.S. food companies gain substantial exposure to local and international buyers of food products. South Africa, with an expanding middle class and relatively stable economy, presents growing opportunities for U.S. exports, especially of niche food products.

With its well-developed transportation infrastructure, South Africa serves as an export hub to markets throughout the region. U.S. food companies can showcase their products at the American Café, a USDA-sponsored pavilion. In 2000, Food and Hotel Africa attracted 6,000 buyers.

### Location:

**Sandton Convention Centre, Johannesburg, South Africa**



### Dates:

**Sept. 29 – Oct. 2, 2002 (Sunday-Wednesday)**

### Deadline:

**July 30, 2002**

Booth space cannot be guaranteed after this date.

### American Café:

U.S. food companies can showcase their products at the American Café, a USDA-sponsored pavilion. Exporters can save travel expenses by sending their products rather than representatives to USDA's American Café. The cost to display products is only \$350. USDA arranges to have them displayed, prepared and demonstrated at the show.

### Contact:

Tobitha Jones  
USDA/FAS Trade Show Office  
Tel.: (202) 690-1182  
Fax: (202) 690-4374  
E-mail: [Tobitha.Jones@fas.usda.gov](mailto:Tobitha.Jones@fas.usda.gov)

